

B.C.A Semester - 3 (CBCS) Examination**Oct/Nov - 2023 [NEW COURSE]****Network Technology & Administration with SEO(Core)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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- Q-1 **A) ANSWER THE FOLLOWING QUESTIONS** (03)
- 1) CDDI stands for
 - 2) FDDI stands for
 - 3) LAN stands for
- B) ANSWER THE FOLLOWING QUESTIONS (ANY TWO)** (06)
- 1) Explain : Multiplexing and Demultiplexing.
 - 2) Explain : CSMA/CD and CSMA/CA.
 - 3) Explain network services.
 - 4) Explain communication methods.
- C) ANSWER THE FOLLOWING QUESTIONS (ANY ONE)** (05)
- 1) Explain the OSI reference model with 7 layers.
 - 2) Explain TCP/IP network model with 4 layers.
- Q-2 **A) ANSWER THE FOLLOWING QUESTIONS** (03)
- 1) IP stands for
 - 2) DHCP stands for
 - 3) UDP stands for
- B) ANSWER THE FOLLOWING QUESTIONS (ANY TWO)** (06)
- 1) What is DHCP?
 - 2) What is routing?
 - 3) Define : Subnetting.
 - 4) What IP address?
- C) ANSWER THE FOLLOWING QUESTIONS (ANY ONE)** (05)
- 1) Explain IPV4 class structure.
 - 2) Explain the Basic structure of IPV6.
- Q-3 **A) ANSWER THE FOLLOWING QUESTIONS** (03)
- 1) VPN stands for
 - 2) ISDN stands for
 - 3) GPS stands for
- B) ANSWER THE FOLLOWING QUESTIONS (ANY TWO)** (06)
- 1) What is a proxy server?
 - 2) What is a firewall?
 - 3) Explain CIA Model.
 - 4) Explain the types of VPN.
- C) ANSWER THE FOLLOWING QUESTIONS (ANY ONE)** (05)
- 1) Explain Basics of the Internet.
 - 2) Explain network security methods.
- Q-4 **A) ANSWER THE FOLLOWING QUESTIONS** (03)
- 1) SERP stands for
 - 2) SEO stands for
 - 3) All major search engines are case-sensitive (true or false)

B) ANSWER THE FOLLOWING QUESTIONS (ANY TWO) (06)

- 1) What is a search engine?
- 2) What are the types of queries?
- 3) Explain types of search engine results.
- 4) Explain the Advance search technique.

C) ANSWER THE FOLLOWING QUESTIONS (ANY ONE) (05)

- 1) Explain the algorithm-based ranking system.
- 2) Explain the SWOT analysis of the website.

Q-5 **A) ANSWER THE FOLLOWING QUESTIONS** (03)

- 1) XML stands for_____
- 2) Sitemap is having _____extension
- 3) A duplicate content issue is known as plagiarism (true or false)

B) ANSWER THE FOLLOWING QUESTIONS (ANY TWO) (06)

- 1) Long tail v/s short tail difference.
- 2) What is a sitemap?
- 3) What is robots. text?
- 4) What are microsites & subdomains?

C) ANSWER THE FOLLOWING QUESTIONS (ANY ONE) (05)

- 1) Explain keyword research.
- 2) Explain content optimization.
